

**City of Milpitas  
Economic Development Commission  
Monday, December 12, 2005**

**APPROVED MINUTES**

- I. Flag Salute:** Vice Chairman Frank De Smidt led the Commission in the Pledge of Allegiance after Chairman Dhaval Brahmbhatt called the meeting to order at 6:07 p.m.
- II. Roll Call:** Commissioners present: Dhaval Brahmbhatt, Frank De Smidt, Donald Peoples, Tomo Tuong Nguyen, Barbara Santos, Charlene Tsao, Minh Nguyen and Ray Maglalang.

Commissioners Absent: Vince Songcayawon, Pat Songsiri.

Council Liaison: Mayor Jose Esteves. City Staff: Diana Whitecar.

**III. Announcements:**

Mayor Esteves thanked the Commissioners for their service to the community and for taking the time to meet during the busy holiday season. He extended Holiday Greetings to the Commission and exited the meeting for another commitment.

Vice Chair De Smidt announced the January 13, 2006 “Good Morning Milpitas” meeting, the Chamber of Commerce’s March 3, 2006 Crab Feed and the January 30, 2006 Gene Schwab luncheon and city employee award recipient – Christopher Schaller in Neighborhood Services. VC De Smidt also made several announcements noting that the Planning Commission has 3 new members and that the Commission will be considering Fleming Park business condominium conversions at their December 14<sup>th</sup> meeting. He conveyed that the Council Finance Subcommittee was investigating wiring the 1<sup>st</sup> Floor Committee Room for televised Commission meetings and that the Committee is considering modifications to the City’s Permit Review process.

**IV. Citizens Forum** - no comments.

- V. Approval of Agenda:** Commissioner Maglalang requested that the WiFi discussion be held at the December meeting and not wait for a status report in January 2006. Ms. Whitecar indicated she would address this in her report.

Motion to approve the Agenda as amended - M/S: De Smidt/Maglalang. Ayes: Brahmbhatt, De Smidt, T.T. Nguyen, Santos, Maglalang, Nguyen, Tsao. Noes: Peoples. Absent: Songsiri, Songcayawon. Commissioner Peoples indicated that he could not support an agenda that did not include a work program for the EDC.

- VI. Minutes:** M/S: Maglalang/Santos. Ayes: De Smidt/Maglalang. Ayes: Brahmbhatt, De Smidt, T.T. Nguyen, Santos, Maglalang, Nguyen, Tsao, Peoples. Noes: none. Absent: Songsiri, Songcayawon.

Commissioner Peoples introduced Anastasia Sen-Beals, Director of Sales for Embassy Suites. Ms. Sen-Beals is considering joining the EDC as the Hotel Representative. (6:25 p.m.)

**VII. Unfinished Business:**

1. Economic Strategic Plan: Recommend Approval of Draft Implementation Plan (see attached matrix)

Goal 1: Improve Milpitas' Image as a Place to Live, Work and Shop. Ms. Whitecar recommended that in lieu of a brand strategy, that the EDC focus on maximizing existing and regional marketing to advertise the benefits of Milpitas. She acknowledged the City Council's prior approval of the entryway signs and funding of the first sign at Piedmont and Landess. She noted that the EDC could serve as the advocate for the continued design and installation of this sign and other local entryway signs, as it currently is not a priority for implementation.

There was extended discussion on the value to the larger freeway identification signs. Ms. Whitecar indicated that design and installation of the gateway sign at Dixon Landing Road at I-880 would likely cost \$1 million. Ms. Whitecar urged the EDC not to include the freeway signs as part of the Plan and to invest time and funds in other types of image improving activities.

Commissioner Tomo Nguyen expressed concern over not including the freeway gateway signs as part of Implementation Plan. Chairman Brahmbhatt suggested as a Short Term action item installation of Milpitas signage at the San Jose Airport. Commissioner T. Nguyen requested follow-up on an alternative to the freeway signage. Upon questioning of Ms. Whitecar, he concurred that a Public Relations Program would address his interests.

Commissioner Peoples questioned if there was a gateway sign proposed for Serra leading into downtown Milpitas. Ms. Whitecar indicated that the gateway sign map does not show this as a sign location, but that the Midtown Specific Plan shows a new landscaped gateway entrance to Main Street on Serra.

Goal 2: Improve Retail Spending Opportunities. The EDC supported the action items identified in the Plan. Ms. Whitecar indicated that the EDC would have a presentation on the Transit Study Area at the January meeting.

Chair Bramhbhatt expressed concern over two deteriorating mixed-use neighborhoods and suggested that the action plan address these areas – the area around the Milpitas Sports Center and around the Escuela Parkway area. Ms. Whitecar expressed doubts about the eligibility of these areas to be declared a HUBZone, but indicated she would investigate further.

It was decided that the added Objective 2.C.3. would be included in both Goal 2 (Retail) and Goal 3 (Housing).

Goal 3: Balance Housing Supply with Demand for Housing by Local Workers. The EDC support the action items identified in the Plan.

Goal 4: Retain and Support the Success of Existing and New Businesses. Commissioner Maglalang expressed the importance of including language in the Plan that identifies the need to become a “WiFi” city. Chairman Bramhbhatt requested that the Implementation Plan include stronger language in Objective 4.A.6 for an energy saving building program, starting with municipal buildings first.

Several Commissioners urged the ED Manager to strengthen Objective 4.A.7 and to utilize the EDC as part of the business outreach program and in creating priorities.

Commissioner Peoples expressed interest in knowing when the Council Finance Subcommittee would be discussing modifications to the permit review process.

Goal 5: Improve Employability of Local Residents. In response to Ms. Whitecar’s confusion about this goal, Commissioners indicated understanding of services NOVA provides, but would like to see some type of regularly scheduled NOVA or job matching service in Milpitas for ease of resident access. It was suggested that the City’s website could be a more useful tool in connecting residents seeking employment to employment services websites.

Significant discussion occurred around Objective 5.D (Support to the school district). This was included as a result of City Council discussion of the Economic Strategy on July 5, 2005. Commissioner Santos provided an overview of school conditions and there was agreement that the EDC should include language of the importance of education and the educational system to the economic health of the community.

Vice Chair De Smidt indicated the importance of the job shadowing and working with Junior Achievement to enhance exposure to careers and jobs.

The Commission voted to continue discussion past 8:00 p.m. Chair Brahmhatt indicated he would have to leave at 8:10 p.m.

Goal 6: Diversify Milpitas' Economic Base: Commissioners expressed interest to include stronger language on the value and importance of business incubators. Commissioner Peoples indicated that The Enterprise Network (TEN) in South San Jose is a successful incubator that would like to be in Milpitas, more centrally located. They need someone to donate the space for the move.

Commissioners clarified that Objective 6.B (Increase the supply of Class A professional office space) reflects the community desire to encourage more business and personal service professionals (lawyers, attorneys and accountants) to locate space in Milpitas.

Goal 7: Develop Economic Strategy Performance Measures. This Goal was added as a result of the City Council discussion on July 5, 2005 and modified to include Economic Development Program objectives included in the FY 2005-06 Budget.

Commissioner Peoples suggested inclusion of the work program for the EDC as part of this objective. Commissioners indicated that an EDC work program might necessitate modifications of the EDC Bylaws.

Commissioner Tomo Nguyen requested that Ms. Whitecar bring alternative image building ideas as part of modifications to the Implementation Plan. Ms. Whitecar expressed she was not sure if she could do this and keep the Plan on track to get back to the City Council.

A motion was made by Commissioner Peoples but died for lack of a 2<sup>nd</sup>. Ms. Whitecar indicated that she would prefer to bring the modified Plan to the EDC in January for further review before making a presentation to the City Council. The EDC agreed and Commissioner Peoples withdrew his motion.

2. Sign Ordinance Outreach: Vice Chair De Smidt advised that no businesses attended the citywide outreach meeting on November 16<sup>th</sup>. This item will not appear on the next agenda.
3. South Bay Business Fair – this event was held on October 28<sup>th</sup> and will be removed from the agenda.

## **VIII. New Business**

1. Review of EDC Bylaws: Commissioners received both electronic and hard copies of the adopted by-laws. Commissioner Maglalang suggested

that the bylaws address EDC training, that a budget be created to cover the cost of EDC training and that the EDC consider Commissioner term limits.

Ms. Whitecar indicated that she would review other City Commission bylaws to see if they addressed Commissioner Maglalang's interest.

2. Finance Subcommittee Meeting of 12.7.05 – no further discussion except that Ms. Whitecar was asked to advise the EDC of the next Finance Subcommittee meeting.
3. Doing Business in Milpitas Workshop: date was confirmed for February 28, 2006 at the Milpitas Senior Center.

**IX.** Next Meeting Agenda: January 9, 2006.

It was proposed that the EDC continue the Implementation Plan discussion to January 9, 2006. It was decided that the February meeting would be on Wednesday, February 15, 2006.

Vice Chair De Smidt adjourned the meeting at 8:50 p.m. and all Commissioners bid each other Happy Holidays.

Respectfully Submitted,

Diana Whitecar  
Economic Development Manager